displaying at least some of the graphical objects to the user, where the displayed graphical objects are arranged on the page using the calculated values.

37.   (New) The method according to claim 36, wherein the displayed graphical objects are arranged in decreasing visual prominence on the page in decreasing order of calculated value.

38.   (New) The method according to claim 37, wherein each displayed graphical object includes a link to information, and the specified event is a user invoking the link.

39.   (New) The method according to claim 38, wherein the specified event is a click-through and the calculated value for a graphical object is indicative of the rate that users click through the link associated with the graphical object.

40.   (New) The method according to claim 36, wherein the displayed graphical objects are arranged on the page in descending order using the product of the calculated value and a weighting factor.

41.   (New) The method according to claim 40, wherein the weighting factor is a monetary amount.

42.   (New) The method according to claim 41, wherein the monetary amount is revenue per user.

43.   (New) The method according to claim 41, wherein each displayed graphical object includes a link to information, the specified event is a user invoking the link, and the monetary amount is a price per click through when a user invokes a link to information associated with a graphical object.

44.   (New) The method according to claim 38, wherein each graphical object includes at least one of graphic and text symbols.

45.   (New) The method according to claim 44, wherein each graphical object is one of an advertisement and a topic tile.

46.　(New)　The method according to claim 38, wherein a stored graphical object may have associated with it at least one constraint on the display of the graphical object.

47.　(New)　The method according to claim 46, wherein one constraint is a restriction on pages or positions where the graphical object may be displayed.

48.　(New)　The method according to claim 46, wherein one constraint is a restriction on a demographic variable of a user to whom the graphical object should be displayed.

49.　(New)　The method according to claim 36, wherein the calculated value is based, at least in part, on the prior performance of the graphical object.

50.　(New)　The method according to claim 49, wherein when a graphical object is new, the calculated rate initially is set to an overestimated value so that the calculated value converges from above.

51.　(New)　A method of displaying advertisements on a page viewable by a user on a computer display, comprising:

storing a plurality of advertisements, each advertisement including a link to information that is able to be invoked by a user identifying the advertisement by use of a computer pointing device;

calculating the probability that a user will invoke the link associated with an advertisement displayed to the user; and

displaying at least some of the advertisements to the user, where the advertisements are arranged on the page in descending order as a function of the calculated probability that the user will invoke the link for each displayed advertisement.

52.　(New)　The method according to claim 51, wherein the displayed advertisements are arranged on the page in descending order using the product of the calculated probability and a weighting factor relating to a monetary amount.

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53.   (New) The method according to claim 52, wherein the monetary amount is one of a revenue per user and a price per click through when a user invokes a link associated with an advertisement.

54.   (New) The method according to claim 53, wherein a stored advertisement may have associated with it at least one constraint on the display of the advertisement.

55.   (New) The method according to claim 54, wherein one constraint is a restriction on pages or positions where the advertisement may be displayed.

56.   (New) The method according to claim 54, wherein one constraint is a restriction on a demographic variable of a user to whom the advertisement should be displayed.

57.   (New) The method according to claim 51, wherein the calculated probability is based, at least in part, on the prior performance of the advertisement.

58.   (New) The method according to claim 57, wherein when an advertisement is new, the calculated probability initially is set to an overestimated value so that the calculated probability converges from above.

59.   (New) A method of prioritizing the placement of objects displayed to a user on a computer display, comprising:

storing a plurality of objects in a database, each object including at least one of graphics and text, having a link to information, and being associated with a client of a service for displaying objects;

calculating a service revenue amount associated with each object;

ordering at least some of the objects using the calculated revenue amounts for the objects; and

displaying the ordered objects to a user;

wherein the revenue amount for each object comprises the product of a click through percentage and a cost-per-click, where the click through percentage is an estimation of the probability that a user will click on the link for the displayed object and the cost-per-click is a monetary amount the client will pay the service if a user clicks on the link for the displayed object.

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60.   (New) The method according to claim 59, wherein the displayed objects are arranged in decreasing visual prominence in decreasing order of calculated revenue amount.

61.   (New) The method according to claim 60, wherein a stored object may have associated with it at least one constraint on the display of the object.

62.   (New) The method according to claim 61, wherein the at least one constraint is at least one of a restriction on pages or positions where the object may be displayed and a restriction on a demographic variable of a user to whom the object should be displayed.

63.   (New) The method according to claim 59, wherein the click through percentage is based, at least in part, on the prior performance of the object.

64.   (New) The method according to claim 63, wherein when an object is new, the click through percentage initially is set to an overestimated value so that the click through percentage converges from above.

65.   (New) The method according to claim 59, wherein the revenue amount for each object additionally includes an amount of revenue per impression, which is a monetary amount the client will pay the service for each time the object is displayed.

66.   (New) The method according to claim 65, wherein the amount of revenue per impression may be zero for at least some of the objects.

Respectfully submitted,

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